

October 1, 2014

Tom Wheeler
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554



RE: MB Docket No. 14-57

Dear Chairman Wheeler:

Media Access Group is an independent media planning and buying agency headquartered in Reno, NV. Our firm represents over 100 clients in forty-five designated market areas (DMA). Our specialty resides in the local automotive category where we represent over 100 individual dealerships.

Media Access Group supports the proposed transaction between Comcast and Time Warner Cable. Today's advertising marketplace is more competitive than ever, with an increasing number of media channels through which we can execute media buys on behalf of our clients. These include traditional broadcast and print platforms, as well as online, digital and out of home. Local cable advertising is a relatively small but important part of this mix due to its effective targeting capabilities. Local cable advertising is especially relevant for our automotive clients who can efficiently reach their audiences in more targeted, locally zoned geographic areas within a larger DMA's.

We work with a number of partners for spot cable, including Charter Communications, Comcast, Suddenlink and Time Warner Cable, in addition to several regional providers such as Suddenlink and Frontier Media. Through the combination of Comcast and Time Warner Cable, we will have access to a larger subscriber footprint through one buy. This efficiency will be very beneficial to Media Access Group as we consistently seek optimization in media buying on behalf of our clients.

We are also keenly interested in the combined company's enhanced capability to deploy addressable advertising technologies across a larger number of households. Addressable advertising enables media buying based on specific geo-targeted demographics. As you would imagine, the more discretely we can target consumers, the more our clients benefit, as their media dollars are not spent on broader geographic buys where consumers may or may not be receptive to the message. Currently, spot cable is more efficient than local broadcast buys for many of our clients. And addressable advertising will provide us that additional level of efficiency since it will be possible to reach consumers effectively via geo-targeted zones, without having to purchase broader geographic areas such as an entire zip code.

In addition to the benefits highlighted above, Media Access Group does not expect the transaction to have any negative impact on the competition in the marketplace. Rather, we believe that it will result in increased competition that will be good for advertisers and will motivate Comcast's and Time Warner Cable's competitors to keep pace with technological advances and new offerings that also deliver improved targeting efficiencies to their clients purchasing media.

Respectfully,

A handwritten signature in black ink, appearing to read 'Brian Jost', with a long horizontal line extending to the right.

Brian Jost
Vice President
Media Access Group